

AUTOMOTIVE

Rolls-Royce spotlights shining future with apprentice series

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Rolls-Royce's apprenticeship program allows hands-on experience and other educational opportunities. Image courtesy of Rolls-Royce

By KATIE TAMOLA

British automaker Rolls-Royce is honoring the future of luxury automotive with a new series spotlighting its apprenticeship program.

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In five entertaining vignettes, viewers meet five young professionals, each an apprentice at Rolls-Royce with different areas of focus. The young people describe how Rolls-Royce has impressed them, their visions for the future, what motivates them and more.

"This series offers a glimpse into the people who create the artistry of each Rolls-Royce motor car," said Gerry Spahn, head of communications at **Rolls-Royce** Motor Cars, New York.

"It gives a face to the craftsmen and women who still exist at this level of Bespoke motor car."

Rolling into excellence

The Rolls-Royce apprenticeship program aims to offer young people the best of both worlds the ability to gain hands-on experience and knowledge from the iconic automaker while also having the option to continue their studies at local colleges and universities.

Last year, the automaker announced it was opening a record number of spots, 37, for its 2022 apprenticeship program.



Estefania values the responsibility Rolls-Royce has bestowed upon her. Image credit: Rolls-Royce

Apprentices spend two to four years at the automaker's manufacturing facility and headquarters in Goodwood, England, melding paid work and training with their studies at local colleges and universities.

During their time, they will work towards a suite of English credentials such as NVQ Level 3 qualification, an HNC, HND or a degree, fully funded by the company.

The series puts names and faces to current apprentices, starting with Estefania, a Rolls-Royce apprentice in sales operations.

She discusses her appreciation for the ability to gain experience within Rolls-Royce while still being able to continue her studies. She also notes being impressed by the automaker's moves to give her a great amount of work and responsibility from the beginning of the program.

"The thing that surprised me most about this internship is that as soon as you start, you're given responsibility and real projects to work on," she said in the film. "You are actually given projects to work on that are interesting, they are important."

Ben is another Rolls-Royce apprentice who specializes in quality management. In his vignette, he discusses the immense value in the experience he has gained across different categories and areas within the automaker.



Ben appreciates the vast networking opportunities his apprenticeship has awarded him. Image credit: Rolls-Royce

He's currently working in sales, aiming to meet the specifications and desires of individual consumers.

"Being on the apprenticeship, that is one of the most valuable things, is meeting new people whether they are apprentices or have worked in this company for 20 years," he says in his film. "I have been able to grow my network so much, I have always got someone I can turn to."

Other apprentices include Louisa with a focus on soft furnishings and upholstery, George who works in production and Sarah who works in launch and change control.

Although holding disparate backgrounds, experiences and hopes for the future, each apprentice speaks of their time at Rolls-Royce with great reverence and a passion for working at the automotive brand and ultimately continuing its rich legacy.

Fostering the future

Several automotive brands foster apprenticeship opportunities for those who are looking to branch out in the industry.

In February, Britain's Aston Martin recruited for more than 40 early career positions as it works to support and

develop the next generation of automotive workers.

The opportunities will be available to apprentices, graduates and interns at the marque's Gaydon and St. Athan sites. The program was launched during the United Kingdom's National Apprenticeship Week 2022 ([see story](#)).

With a new apprenticeship program, Germany's BMW Group is fostering the next generation of those passionate about luxury automotive.

The new program is offering a four-year apprenticeship, serving as an opportunity for candidates to gain experience within BMW's marketing and public relations spheres while working across the organization. The program sought four recruits with applications closing on Feb. 20 ([see story](#)).

Rolls-Royce believes that its latest series spotlighting different apprentices reflects its ethos.

"Rolls-Royce is bespoke, the ability to reflect your personality in your commission is what sets us apart," Mr. Spahn said.

"And our clients work with our designers and artisans to create their bespoke commissions," he said. "Our clients set us apart, but our skilled artisans make their dreams come true."

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